

ABSTRACT

An Internet delivery method delivers electronic information products to a plurality of users via the Internet. A plurality of display formats are stored in a database. The display formats including at least a default display format and a custom display format. Information is 5 also stored for each user indicating whether the user is a specific type of user. When a user logs in, the user is identified as being that specific type of user. If the user is identified as the specific type of user, then an electronic information product is delivered to the user in the custom display format. The electronic information products are accessed via computers connected to the Internet, including wireless devices.